

Social marketing – developing effective strategies

Thursday 24th March 2011, Austin Court, Birmingham



Social marketing has a growing role in improving population health and tackling factors associated with health inequality. A social marketing approach can help drive effective commissioning since it promotes such strong links with the public and patients and ultimately improves services and saves money.

This special half day workshop will look at social marketing in the NHS and via a series of award winning case studies – showcase how it can be done effectively and efficiently and the potential results it can produce.

- How can social marketing save you money?
- How can social marketing improve commissioning and service design?
- Case studies examining a number of effective strategies such as increasing the uptake of breast screening, reducing teenage pregnancy rates and improving smoking cessation will be presented
- What lessons can be learnt from these initiatives? What went well and what didn't go as well as expected?
- What barriers need to be addressed that may limit overall success of campaigns?
- How can these initiatives and lessons learned be transferred to your NHS population and improve your population health?

This day will be of relevance to those both new to and those experienced with social marketing and behavioural change programmes within the NHS.

A must attend half day workshop

Lunch and refreshments on arrival from 1.00pm

Chair:	Clare Bale, Clare Bale Consultancy	3.00pm	Case study 2 'Stop while you shop' - Smoking Cessation
1.30pm	How can social marketing help save you money ? Patrick Ladbury, National Social Marketing Centre		Case study 3 'Play it safe' campaign to reduce teenage pregnancy rates <ul style="list-style-type: none">• the problem• the project• the outcomes Steve Jamison, Onedeeptbreath
2.05pm	Questions		
2.10pm	Case study 1 HSJ Award winner – Increasing the uptake of Breast Screening <ul style="list-style-type: none">• the problem• the project• the outcomes Paul Collins, NHS Tower Hamlets	3.40pm	Questions
		3.45pm	Case study 4 'Fight Back' Smoking Cessation Campaign <ul style="list-style-type: none">• the problem• the project• the outcomes Catherine Tomaney, BEN PCT
2.45pm	Questions		
2.50pm	Tea and Coffee	4.15pm	Questions
		4.20pm	End of workshop

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To book your place

online booking available

by phone:

please call...

01926 863564

by fax:

Please complete

and faxback to:

01926 320220

by post:

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and post to:

Gooseberry Hall, Hollis Lane,

Kenilworth, CV8 2JY

Booking form

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Signed:

Contact name:

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Fees: NHS First delegate £179 + VAT (£214.80)

Fee includes: Teas, coffees, lunch and conference papers.

NHS Second delegate £169 + VAT (£202.80)

Commercial sector £250 + VAT (£300.00)

All payments must be received before the conference date. A VAT invoice will be issued on receipt of booking. Cheques made payable to Conventus. Ltd. or by BACS to Bank of Scotland sort code 12 24 82 account number 02053613 Account name Conventus Limited. Please send BACS remittance as confirmation of payment. If payment is not received by the conference date we reserve the right to make an additional administration charge of £50.00 per delegate.

Gooseberry Hall, Hollis Lane, Kenilworth, CV8 2JY
Tel: 01926 863564 Fax: 01926 320220

Online booking:

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Booking conditions

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It is regretted that refunds
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was correct at time of
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